



New & Improved BloomNet Directory Online is Now Better than Ever!

Search, Select, Send...and Relax, knowing that you're selecting the best qualified Florist to fulfill your orders. We've improved the BloomNet Directory Online to make sending orders even easier than before and provide you with the most extensive Search and Advertising tools in the Industry. Here are some exciting NEW enhancements you'll enjoy with BloomNet Directory Online.



Dynamic Search

You said you wanted a faster Directory Online and we've listened! Utilizing the latest developments in dynamic search technology, **your BloomNet Directory Online** is up to **10 times faster** than our current platform! Now, when you conduct a search, we'll provide you with **only** the pages you're looking for, making **Your BloomNet Directory Online** the fastest and easiest way to send your outbound orders!

The New Directory Online displays real time information and allows you to send orders to only those Florists that are currently available to fulfill your orders.

For example, if a Florists' incoming orders are suspended or if they are not available to deliver on Sunday's those Florist will appear as "Not Available".



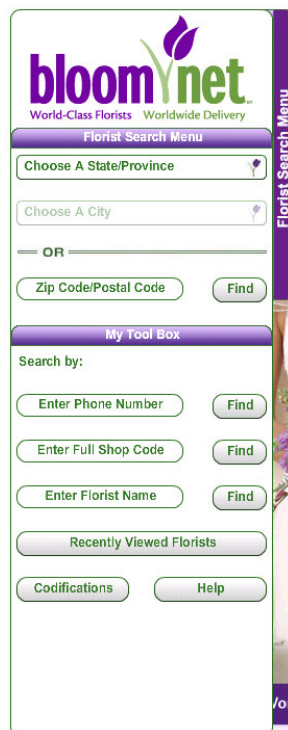
In addition, the Directory Online provides up to the minute updates for **New Florists** that have just joined BloomNet to help improve coverage during peak holiday periods.

Didn't have time to order product before the deadline? No problem, all Codified product orders will appear in the new directory online within 10 business days. All other Florist details such as phone numbers, change of address, updates on minimum prices and delivery charges will also be done within 10 business days, making the NEW BloomNet Directory Online the most up-to-date Directory in the Industry!

Florist Search Menu

The BloomNet Directory Online offers you the Industry's most robust Search options. With just a click of your mouse, you can easily search by up to 6 different Search fields:

- City and State/Province
- Zip Code
- Florist Telephone Number
- Florist Shop Code
- Florist Name
- Recently Viewed Florists



The screenshot shows the BloomNet website's Florist Search Menu. At the top is the BloomNet logo with the tagline "World-Class Florists Worldwide Delivery". Below the logo is a purple header for the "Florist Search Menu". The search interface includes two dropdown menus: "Choose A State/Province" and "Choose A City". Below these is an "OR" separator. There are two buttons: "Zip Code/Postal Code" and "Find". A section titled "My Tool Box" contains a "Search by:" label and three buttons: "Enter Phone Number", "Enter Full Shop Code", and "Enter Florist Name", each with a corresponding "Find" button. At the bottom of the tool box are buttons for "Recently Viewed Florists", "Codifications", and "Help". A vertical purple sidebar on the right side of the page is labeled "Florist Search Menu".

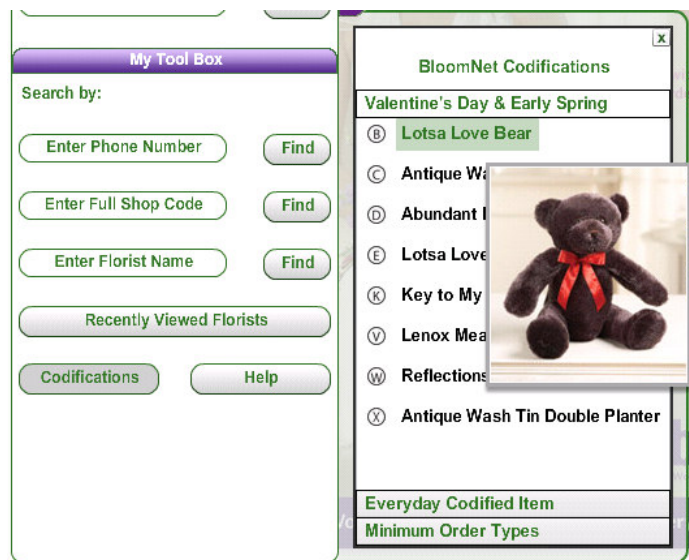
My Tool Box

Recently Viewed Florists

Did you send an order to a fellow BloomNet Florist who did a fantastic job satisfying your customer's order, but you can't seem to remember the Florist's name? No problem! Just go to your **Recently Viewed Florists** and *see the list of Florists* that you've sent orders to over the past 30 days up to 30 Florists!

Codification

Within your Tool Box you can quickly access a list of all the most recent Codified Holiday and Everyday Containers, with helpful 1-800-Flowers.com Arrangement images. Plus, if you need to purchase any of our Codified Containers, simply click on the highlighted Product Name and log into BloomNet Products, and we'll automatically bring you to the product page to allow you to place your order!



Help

Find helpful "How To" documents for using the Directory Online, important Forms for placing Directory Advertising Orders and updating your Codified Inventory.

Refine Search

BloomNet's Directory Online provides you with the Industry's most extensive and robust search tools! Find exactly what you need, when you need it with our **NEW Refine Search Tool**. Once you have completed your initial City, State or Zip Code Search, you can further refine your search by choosing from any of the following **Refine Search Options**:

- **FACILITIES**
 - Funeral Homes
 - Nursing Homes
 - Hospitals
 - Churches

- **Minimum Order**

- **Product Codification**

- **Open Sunday**

The screenshot shows the 'Refine Search' interface. At the top, there are 'Next' and 'Sponsor' buttons. The main section is titled 'Refine Search' and shows 'Funeral Homes - 31 found'. Below this, there are two radio button options: 'Ragsdale Mortuary' (selected) and 'Resthaven Park Mortuary & Cemetery'. The 'Ragsdale Mortuary' entry includes the address '1100 East Jefferson Street, PHOENIX, AZ 85034' and the phone number '(602)252-6011'. Below the radio buttons, there are several filter categories: 'Nursing Homes - 24 found', 'Hospitals - 17 found', 'Churches - 176 found', 'Minimum Order', 'Product Types', and 'Ratings'. At the bottom of the filter section, there is an 'Open Sundays' radio button. To the right of the filter section, there are 'Reset' and 'Find' buttons. On the far right, there is a 'Sponsor' section with four entries: '1-800-flowers.com' (Contact: Bradley L. & Phone: 480-890-8898), 'Amy's Little Plant & Flower' (Contact: Amy Little & Phone: 623-465-4567), 'The Green Woodpecker' (Contact: Marilyn Tom & Phone: 602-266-7381), and 'Roadrunner Florist' (Contact: Pamela Smit & Phone: 602-246-1271). Each sponsor entry has a 'See More' link with a hand icon. At the bottom of the page, there is a green banner with the text 'a new year today!' and a 'Refine Search' button. On the left side of the page, there is a vertical sidebar with various links and text, including 'Flora', '623-465-4567', 'term Av', 'AZ', 'macho', '5-1124', 'rs.co', '480-890-8898', 'erry, S', '& Cher', '0-9399', 'om Desi', 'RDERS', 'if incom', 'the phor', 'rder rep', 'be found', 'g of this', 'NOT NEED TO', 'RDERS RECEIVED', 'MLINK OR FROM', 'OWERS.COM', 'RECTLY'.

FACILITIES – Quickly locate Florists that deliver to any of the hundreds of thousands of Facilities available across the country! What’s more, when you advertise as a delivering Florist for a Facility you’ll greatly increase your ability to receive inbound orders. If you don’t have the address to a Funeral Home or Hospital don’t worry. Just look it up in the new Refine Search and find the address, zip code and phone number.

MINIMUM ORDER – To quickly locate a Florist that is able to deliver your order amount, now you can simply search by minimum pricing. If you have a \$50 order, simply enter \$50 next the arrangement selection and click find. The page will refresh and you will only see those Florists with a minimum of \$50 or less.

PRODUCT CODIFICATION -Our Advanced Search tools let’s you quickly search for Florists that are Codified for either Everyday or Holiday Containers. What’s more, if you are not sure what a particular Codified Container or Arrangement looks like, simply go to the Product Types tab and you can search by holiday specific or everyday codified arrangements.

OPEN SUNDAY – If you have an order for Sunday Delivery, simply check the Open Sunday box on the Refine Search tab. Your search results will display only those Florists that are open and delivering on Sundays!

RATED FLORIST – Once you begin using our NEW Florist Rating feature you can use our Refine Search tool to search by Florists you have marked with preferred status. This will assure that you have selected the best Florist to fill your customers’ orders.

Florist Detail Page

Now you can find all the information you need to send your orders to the right Florist, right away with our NEW Florist Detail Pages!

The new Florist Detail Page contains easily read Florist Phone #'s, Minimums, and Codification details all with just a click of your mouse! Plus, to guarantee that you're selecting the best Florist to fulfill your customers' orders, now you can store your very own *Private* Florist Comments and Ratings for those Florists you've sent orders to. Plus, with our NEW Interactive Advertising Features, you can take advantage of fantastic visual tools.

Florist Search Menu

Precious Petals Florist
R9360000
850 San Benito St.
HOLLISTER, CA 95023
Contact: Gordon Warner
Phone: 831-636-6861
Toll Free:
Fax: 831-636-7801

You have rated this shop.
Preferred
Update rate: ★★★★★
Products: (A)(N)(O)(G)(U)(S)(M)
(V)
Min. Ord. 45H 35 35H
45 70H 75 45 100 45

Comments about this Florist:
This florist went above and beyond to make MY Customer Happy!
Will definitely use this florist again!

Submit

Additional Features:
Images Video Map it

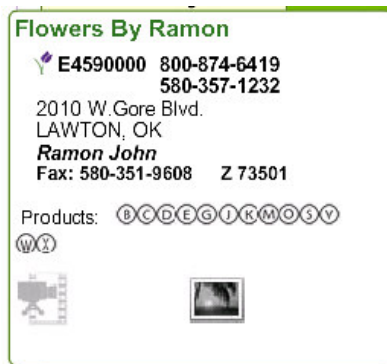
World-Class Florists • Worldwide Deliveries • 1-866-BloomNet
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Florist Ratings - Reciprocation is the name of the game! So we've added a Florist Rating feature to allow you add or quickly find those fellow BloomNet Florists to send your outbound orders to. All comments entered are private and only available for you to read and are not visible to any other BloomNet Florist. Now you can compile a list of your favorites Florists using our 5-Star ranking system. Simply go to the Florists' Detail Page and click on the number of Stars the Florist deserves, with 1 Star as the lowest Rating and 5 the highest. What's more, once you've Rated a Florist, you can then choose to Refine your Search by your Florist Ratings to find only those Florists to send orders to that rank highest on your list!

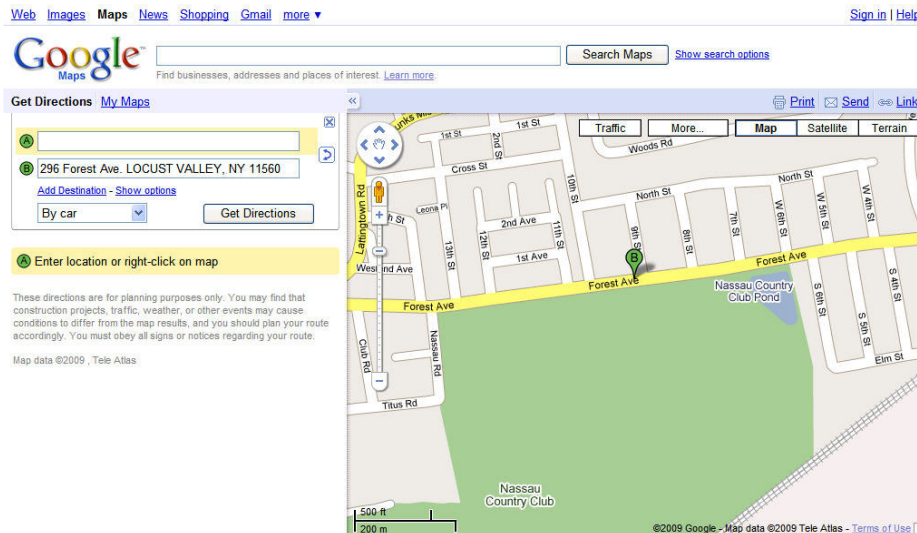
Comments – Keep important notes, contact names, and additional information about a Florist by simply typing your entry into the Florist Detail “Comments” box.

Video – Put together a video promoting your store’s highlights or upcoming promotions. Give sending Florists an insight into what makes your shop special and express yourself in a 60 second video.

Images – View a photo gallery of your fellow Florist images and see a portfolio of their work by clicking on the Image Icon on the Florist Listing or Florist Detail Page.



Google Map It! – To see where a Florist is located or to see how close or far away a Florist is to the recipients location, simply click on the Map It icon on the Florist Detail Page to utilize Google Maps.



BloomNet Directory Advertising

When you Advertise in the printed Directory, we'll place your ADS and LISTING in BOTH the *printed* and *Online Directory's*, all at ONE LOW cost! Providing you with the **TWICE the advertising exposure!** Plus, we've added these unique Directory Advertising Features that lets your Advertising really stand out and to maximize those Advertising dollars and increase your Incoming Order Volume!

2 Color Ads – Add a little color to your display ad by choosing one of our color schemes. One of our designers will create a professional and creative design surely to attract incoming orders.

Full Color Ads – Full color ads are the most effective way to drive business into your store. Send us a custom logo or pictures of your store and we will custom design a display ad for you.

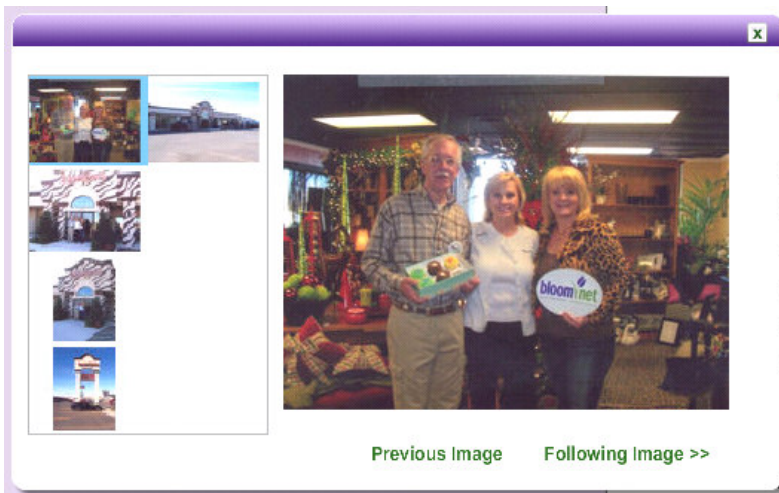


Purple Shaded or Text Listings – Make your listings stand out by adding color to them. This will differentiate your listings from everyone else on the screen.



Interactive Advertising

Your BloomNet Directory *Online* NEW Interactive Advertising lets you *really* impress your fellow BloomNet Florists! Just *sign up* for these great services to add pictures and *even video* to your Directory Online listing! Then, when a fellow BloomNet Florist clicks on your listing, they'll see *all* you have to offer: images from your portfolio, customer testimonials, or even a virtual tour of your store! The options are limitless and the exposure to really market and "sell" your services has never looked so bright! **And much, much more!**



Now, that's putting the power of technology to work for you!

With **BloomNet's** order volume increasing each month, there's never been a better time to leverage the Directory Online! When you send your orders BloomNet, not only do you have access to the best sending tools, you'll also receive the *Industry's Highest Published Rebate!*

Take advantage of Your BloomNet Directory *Online* to grow your business & profit potential with Directory Advertising today!

To update your current Listing information or to order Directory Advertising, contact us at publications@bloomnet.net or 1-866-BloomNet (1-866-256-6663). Thank you.